

Session title: "Value Co-Creation and Strategic Alliances in the Service Industry"

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Short presentation:

It is now commonly understood that value co-creation, drives: marketing, sales, and customer services. It is often approached as a business strategy to create value for an organization, through the creation of profitable long-term relationships. Significant progress has been made in identifying and researching the components of strategic alliance and value co-creation. The roles of strategic alliance, modes of the alliance, meaning of value, methods for value co-creation, applications, customer knowledge, customer's satisfaction, and a co-value creation strategy have all been subject of research lately. Yet, no comprehensive research has been conducted to identify and understand the strategic alliance and value co-creation especially in the service industry. What is more, the advancements in society and technology leading to convergence of information, communication, and technology, coupled with acceleration in globalization, competitive environments, and changing customer's preferences have created new challenges, as well as opportunities for leveraging knowledge about customers and their impact on value creation.

Keywords: Value Co-Creation, Strategic Alliances, Customer experience, Service Management, Service Dominant Logic (SD), Customer involvement

Important dates:

- Special Session Proposal: December 2, 2016
- Full Paper Submission: December 24, 2016
- Notification of Acceptance: February 03, 2017
- Final Paper Submission: February 26, 2017